IN THE CLAIMS:

LISTING OF ALL CLAIMS WITH STRIKEOUT OR DOUBLE BRACKETS INDICATING DELETED TEXT AND UNDERLINES INDICATING ADDED TEXT:

Cancel claims 2-9, 15-23, 29-37, 43-54.

Claim 1 (Previously Presented): A method for delivering a targeted advertisement, comprising:

receiving from a first computer a first identifier identifying the first computer and associated by a purchase behavior classification with an observed offline purchase history of a consumer, said purchase history including purchase history information of an offline purchase of a consumer collected when the offline purchase transpired; and

selecting and electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer, said selecting based on said purchase behavior classification without providing to an advertiser any of said purchase history information,

wherein said offline purchase was not transacted with the first computer.

Claim 55 (New): A computer network implemented method for delivering targeted advertisements, comprising:

collecting, during an offline purchase transaction of a first consumer, a first consumer offline purchase history data and a first customer identification for said first consumer;

storing said first consumer offline purchase history data in association with said first consumer identification;

receiving from a consumer computer a first identifier;

associating said first identifier with said first consumer identification which is associated with said first consumer offline purchase history data;

determining a targeted advertisement for said first consumer based at least in part on said offline purchase history associated via said first consumer identification with said first identifier;

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and

delivering said determined targeted advertisement to said first consumer.⠤

Claim 56 (New): The method of claim 55, wherein said offline purchase transaction occurs at a POS terminal in a retail store.

Claim 57 (New): The method of claim 55, wherein said first consumer offline purchase history data includes a SKU of an item purchased.

Claim 58 (New): The method of claim 55, wherein said first consumer offline purchase history data includes a UPC of an item purchased.

Claim 59 (New): The method of claim 55, wherein said first consumer offline purchase history data includes store location of a store in which said offline purchase transaction occurs.

Claim 60 (New): The method of claim 55, wherein said first consumer offline purchase history data includes price of an item purchased.

Claim 61 (New): The method of claim 55, wherein said first consumer offline purchase history data includes date of said offline purchase transaction.

Claim 62 (New): The method of claim 55, wherein said storing comprises storing said offline purchase data electronically in a retail store where said offline purchase transaction occurs.

Claim 63 (New): The method of claim 55, wherein said first identifier comprises a value corresponding to a cookie.

Claim 64 (New): The method of claim 55, wherein said receiving comprises receiving

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said first identifier at an advertiser's server.

Claim 65 (New): The method of claim 55, wherein said associating said first identifier with said first consumer identification comprises using an association table that associates identifiers with corresponding consumer identifications.

Claim 66 (New): The method of claim 55, wherein said delivering comprises transmitting said targeted advertisement to said consumer computer.

Claim 67 (New): The method of claim 55, wherein said determining comprises analyzing said first consumer offline purchase history data with an analytics unit of an analytical computer system.

Claim 68 (New): The method of claim 55, wherein said offline purchase transaction occurs in a retail store and further comprising transmitting said first consumer offline purchase history data from said retail store to said analytical computer system, said analytical computer system not located in said retail store.

Claim 69 (New): The method of claim 68, wherein said analytical computer system maintains an offline purchase history database storing therein offline purchase transaction data from transactions in multiple retail stores and from multiple consumers.

Claim 70 (New): The method of claim 68, further comprising transmitting said first consumer offline purchase history data for said offline purchase transaction from a retail store where said offline purchase transaction occurs to said analytical computer system in real time.

Claim 71 (New): The method of claim 68, further comprising:
exchanging information between and IVR provider and said analytical computer system;
providing an IVR message to said first consumer from said IVR provider; and

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playing said IVR message to said first consumer.

Claim 72 (New): The method of claim 68, further comprising:

transmitting a request for data to an advertiser's server from said consumer computer.

Claim 73 (New): The method of claim 72, further comprising:

initiating online registration by entering data on a web page hosted by an advertiser's server.

Claim 74 (New): The method of claim 73, further comprising:

sending a cookie having a cookie value from said advertiser's server to said consumer computer;

storing said cookie having said cookie value in said advertiser's server and also storing said cookie having said cookie value in said consumer computer; and

sending said cookie having said cookie value from said advertiser's server to a registration server.

Claim 75(New): The method of claim74 further comprising:

sending a registration web page hosted by said registration server from said registration server to said consumer computer.

Claim 76 (New): The method of claim 75, further comprising:

transmitting registration information from said consumer computer to said registration server, wherein said registration information comprises said first consumer identification.

Claim 77 (New): The method of claim 76, further comprising:

transmitting from said advertiser's server to said registration server said cookie having said cookie value;

transmitting from said first computer to said registration server said first consumer

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identification;

storing in said registration server said cookie having said cookie value transmitted from said advertiser's server and said first consumer identification transmitted from said consumer computer; and

associating said first consumer identification for said first consumer with said cookie value for said first consumer by lookup in a lookup table wherein consumer identifications are associated with cookie values.

Claim 78 (New): The method of claim 77 further comprising:

transmitting from said advertiser's server to said registration server selected purchase behavior criteria and a list of cookie values corresponding to consumers who have registered through said advertiser's server.

Claim 79 (New): The method of claim 78 further comprising:

generating in said registration server a list of consumer identifications corresponding to said cookie values received from said advertiser's server.

Claim 80 (New): The method of claim 79 further comprising:

transmitting from said registration server to said analytics computer system said selected purchase behavior criteria and said consumer identifications generated from said registration server.

Claim 81 (New): The method of claim 80 further comprising:

analyzing in said analytics computer system said offline purchase transaction data to determine which customers fit said purchase behavior criteria.

Claim 82 (New): The method of claim 81 further comprising:

transmitting from said analytics computer system to said registration server targeted advertisement data for consumers who have registered through said advertiser's server.

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Claim 83 (New): The method of claim 82 further comprising:

modifying said targeted advertisement data received from said analytics unit computer advertisement software system, by replacing consumer identifications associated with a targeted advertisement data with a corresponding cookie value.

Claim 84 (New): The method of claim 83 further comprising:

sending from said registration server said modified targeted advertisement profile to said advertiser's server.

Claim 85 (New): The method of claim 80 wherein said delivering comprises transmitting said targeted advertisement from said advertiser's computer to said consumer computer.

Claim 86 (New): A computer network system for delivering targeted advertisements, comprising:

structure for collecting, during an offline purchase transaction of a first consumer, a first consumer offline purchase history data and a first customer identification for said first consumer;

structure for storing said first consumer offline purchase history data in association with said first consumer identification;

structure for receiving from a consumer computer a first identifier;

structure for associating said first identifier with said first consumer identification which is associated with said first consumer offline purchase history data;

structure for determining a targeted advertisement for said first consumer based at least in part on said offline purchase history associated via said first consumer identification with said first identifier; and

structure for delivering said determined targeted advertisement to said first consumer.

Claim 87 (New): A computer network system for delivering targeted advertisements, comprising:

means for collecting, during an offline purchase transaction of a first consumer, a first

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consumer offline purchase history data and a first customer identification for said first consumer;

means for storing said first consumer offline purchase history data in association with said first consumer identification;

means for receiving from a consumer computer a first identifier;

means for associating said first identifier with said first consumer identification which is associated with said first consumer offline purchase history data;

means for determining a targeted advertisement for said first consumer based at least in part on said offline purchase history associated via said first consumer identification with said first identifier; and

means for delivering said determined targeted advertisement to said first consumer.

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